

# The Global Impact of Interracial Media Content: A Catalyst or Barrier for Social Change?

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# Miscegenation

- “Misce” = To mix
- “Genus” = Race
- The mixing of racial groups, ethnicities and less frequently, different religions
- 1863 – “The Blending of the Races”
  - Any type of mixing of the races initially occurred under the system of slavery
  - Interracial children have become a manifestation of the history of violence and the power relationship between white dominance and the rest of the world

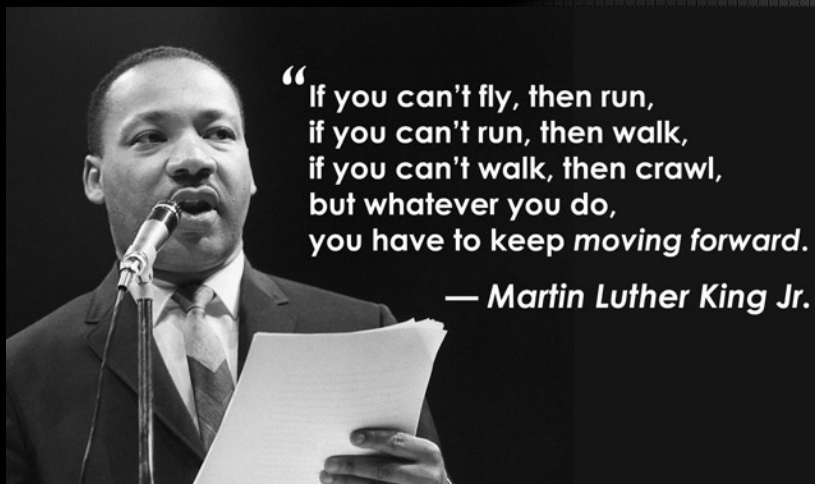


# History of Media Resistance

Pace vs. Alabama 106 U.S. 583, 1 S. Ct. 634 (1883)

McLaughlin vs. Florida 379 U.S. 184 (1964)

Loving vs. Virginia 388 US 1 (1967) - No state government can block an interracial marriage after the ruling, the case determined.



“If you can't fly, then run,  
if you can't run, then walk,  
if you can't walk, then crawl,  
but whatever you do,  
you have to keep moving forward.

— Martin Luther King Jr.

*ARE WE THERE YET?*

# Slowly but Surely...

“Interracial marriage is at an all time high, up 28 percent from the year 2000. In 2010, 5.3 million couples reported themselves as interracial — a significant increase from 4 million in 2000”

(U.S. Census Bureau)

- White/Hispanic - 38%
- White/Asian - 14 %
- Although Black/White has increased since the 2000 census, it is still relatively rare.
- Out of 56 million about 422,000 are between blacks and whites

(Pew Research and Demographic Trends, 2012)

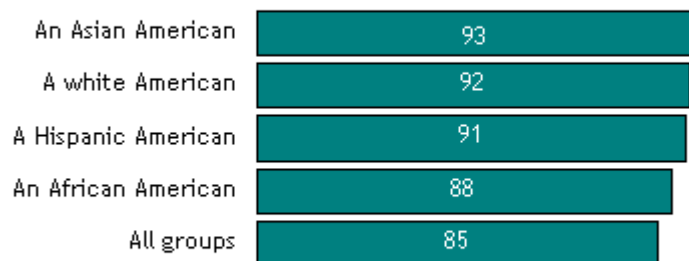


# Media: A Catalyst or Barrier?



### Millennials Very Supportive of Interracial Marriage

% of those who say they would be fine with a family member's marriage to someone from each group

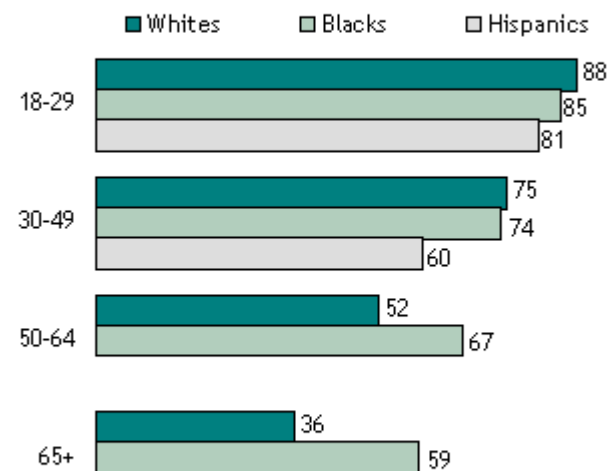


Note: Based on responses of 18-29-year-olds who are not a part of the group being asked about. Q50a-d.

PewResearchCenter

### High Levels of Support for Interracial Marriage Among Millennials Across Race and Ethnicity

% of those who would be fine with a family member's marriage to someone of any other race/ethnicity



Note: Whites include only non-Hispanic whites. Blacks include only non-Hispanic blacks. Hispanics are of any race. Insufficient cases of Hispanics ages 50-64 and 65+ for analysis.

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# Media Power

- Westernized Perspective

- Lack of empirical evidence

- ADOPT



- ADAPT



- COUNTERACT





# Westernized Media

“The Great White Hope”



Star Trek - 1968



Grey's Anatomy - 2005



The Game - 2006



Our Family Wedding - 2010



Scandal - 2012



# Lack of Balance?

“Fantasy” vs. Reality = Fiction vs. Life

Media Representation vs.



# More Lack of Data...Balance?

- Moving away from the Westernized picture...



- The Role of
  - Psychographics
  - Cultural Citizenship

*"In a 2009, 29% of whites said they have an immediate family member or close relative married to someone of a different race; this compares with 50% of nonwhites who said the same." (New York Times)*



8/10



6/10



2/10



0/10



0/10



# Cultural Identities



Defining the ultimate media impact

- Declining representation of interracial relationships across cultures
- Conversation results – Cultural attitudes toward interracial media content vary
  - Based on Season 1, Episode 1 of Scandal (2012); Controversial Cheerios Commercial (2013)
  - 20 American Residents (diversity)  
17+; 2 -; 1 indifferent
  - 20 European Residents
    - 3 from France  
3 +; 0 -
    - 5 from the UK  
4 +; 1 indifferent
    - 5 from Italy  
1 +; 4 -
    - 3 from Serbia  
0 +; 3 -
    - 2 from Poland  
0 +; 2 -
    - 3 from Hungary  
0 +; 3 -

# Conclusions

- More empirical evidence needed
- Tendency of research to focus on Westernized media content
- Unbalanced interracial media content in Westernized media
  - Need for a greater balance globally
- Culture **DOES** play a role on the media impact of interracial media content



Interracial media content both as a catalyst and a barrier for social change

Research needs to be narrowed: major differences in attitudes based on diversity and exposure





Thank You!

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